

ORDER



KSDK

Orders
Order / Rev: 687586
Alt Order #: 06145315
Product Desc: DCCC
Estimate: 1193
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/09/12 / 10/09/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Great American Media/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW, Ste. 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Iss/ DCCC
Demographic: A35+
Product Codes: IS-Candidate/US House
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	59	\$88,685.00	\$75,382.25
10/29/12	10/29/12	17	\$22,895.00	\$19,460.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	59	\$88,685.00	\$75,382.25	0.00
November 2012	17	\$22,895.00	\$19,460.75	0.00
Totals	76	\$111,580.00	\$94,843.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	41%	\$111,580.00
Market	100%	\$272,146.34

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	6%	\$16,328.78
KETC	0%	\$0.00
KMOV	25%	\$68,036.59
KNLC	0%	\$0.00
KPLR	3%	\$8,164.39
KTVI	25%	\$68,036.59
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/23/12	10/29/12	LN (M-F) LN (M-F)	CM	10-1035p	MTWTF--	:30	2	\$3,375.00	P-1	0.00	NM	2	\$6,750.00
RATE CHANGE Start Date: 10/23/12, End Date: 10/29/12, Weekdays: MTWTF-- Spots/Week: 2, Rate: \$3,375.00, Rating: 0.00															
2	KSDK	10/23/12	10/29/12	NEWS 5 AT 10	CM	10-11A	MTWTF--	:30	3	\$560.00	P-1	0.00	NM	3	\$1,680.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 10-11A News at 10am NEWSCHANNEL 5 AT 10AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			3		\$560.00			0.00			
3	KSDK	10/23/12	10/29/12	Tonight Show Tonight Show	CM	1035-1137p	MTWTF--	:30	4	\$1,010.00	P-1	0.00	NM	4	\$4,040.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			4		\$1,010.00			0.00			
4	KSDK	10/23/12	10/29/12	Late Night Late Night w/Jimmy Fallon	CM	1135p-1235x	MTWTF--	:30	2	\$335.00	P-1	0.00	NM	2	\$670.00
RATE CHANGE LATE NIGHT W/ FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			2		\$335.00			0.00			
5	KSDK	10/23/12	10/29/12	M-F 11-12P Today Show III	CM	11A-12P	MTWTF--	:30	2	\$615.00	P-1	0.00	NM	2	\$1,230.00
RATE CHANGE TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			2		\$615.00			0.00			
6	KSDK	10/23/12	10/29/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	MTWTF--	:30	3	\$675.00	P-1	0.00	NM	3	\$2,025.00
SHOW ME ST. LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			3		\$675.00			0.00			
7	KSDK	10/23/12	10/29/12	M-F Noon News Noon News	CM	12-1230p	MTWTF--	:30	3	\$790.00	P-1	0.00	NM	3	\$2,370.00
NEWSCHANNEL 5 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			3		\$790.00			0.00			
8	KSDK	10/23/12	10/29/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:00 PM)	MTWTF--	:30	2	\$850.00	P-1	0.00	NM	2	\$1,700.00
RATE CHANGE ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			2		\$850.00			0.00			
9	KSDK	10/23/12	10/29/12	M-F 4P News News 5 at Four	CM	4-430P	MTWTF--	:30	3	\$1,125.00	P-1	0.00	NM	3	\$3,375.00
NEWSCHANNEL 5 AT 4PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			3		\$1,125.00			0.00			
10	KSDK	10/23/12	10/29/12	M-F 430-5p Jeopardy	CM	430-5p	MTWTF--	:30	3	\$1,235.00	P-1	0.00	NM	3	\$3,705.00
RATE CHANGE JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			3		\$1,235.00			0.00			
11	KSDK	10/23/12	10/29/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	MTWTF--	:30	3	\$2,800.00	P-1	0.00	NM	3	\$8,400.00
NEWSCHANNEL 5 @ 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			3		\$2,800.00			0.00			
12	KSDK	10/23/12	10/29/12	M-F 5-6A 5-6a	CM	5-6A (5:00 AM-6:00 AM)	MTWTF--	:30	4	\$675.00	P-1	0.00	NM	4	\$2,700.00
TODAY IN ST. LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			4		\$675.00			0.00			
N13	KSDK	10/23/12	10/29/12	M-F 5P News News Channel 5 at 5P	CM	528-530p Nightly (5:28 PM-5:30 PM)	MTWTF--	:30	1	\$4,000.00	P-1	0.00	NM	0	\$0.00
NBC NEWS ADJ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			1		\$4,000.00			0.00			

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N 13	KSDK	10/23/12	10/29/12	M-F 5P News News Channel 5 at 5P	CM	528-530p Nightly	MTWTF--	:30	1	\$4,000.00	P-1	0.00	NM	0	\$0.00
NBC NEWS ADJ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/23/12	10/29/12	MTWTF--			1			\$4,000.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	KSDK	10/23/12-10/29/12		M-F 5P News	528-530p Nightly		MTWThF----	:30	(\$4,000.00)		0.00	NM			
Credited [credit per agency]															
14	KSDK	10/23/12	10/29/12	NBC Nightly News M-F NBC Nightly News M-F	CM	530-6p	MTWTF--	:30	1	\$6,750.00	P-1	0.00	NM	1	\$6,750.00
NBC NEWS ADJ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/23/12	10/29/12	MTWTF--			1			\$6,750.00			0.00		
15	KSDK	10/23/12	10/29/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	MTWTF--	:30	3	\$3,025.00	P-1	0.00	NM	3	\$9,075.00
RATE CHANGE NEWSCHANNEL 5 @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/23/12	10/29/12	MTWTF--			3			\$3,025.00			0.00		
16	KSDK	10/23/12	10/29/12	M-F 6-7A 6-7a	CM	6-7A	MTWTF--	:30	5	\$1,350.00	P-1	0.00	NM	5	\$6,750.00
RATE CHANGE TODAY IN ST. LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/23/12	10/29/12	MTWTF--			5			\$1,350.00			0.00		
17	KSDK	10/23/12	10/29/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	MTWTF--	:30	3	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/23/12	10/29/12	MTWTF--			3			\$3,000.00			0.00		
18	KSDK	10/23/12	10/29/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	MTWTF--	:30	7	\$1,250.00	P-1	0.00	NM	7	\$8,750.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/23/12	10/29/12	MTWTF--			7			\$1,250.00			0.00		
19	KSDK	10/23/12	10/29/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	MTWTF--	:30	4	\$850.00	P-1	0.00	NM	4	\$3,400.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/23/12	10/29/12	MTWTF--			4			\$850.00			0.00		
20	KSDK	10/23/12	10/29/12	M-F 4-5A 4-5A	CM	4-5A	MTWTF--	:30	3	\$50.00	P-1	0.00	NM	3	\$150.00
TODAY IN ST. LOUIS 4A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/23/12	10/29/12	MTWTF--			3			\$50.00			0.00		
N 21	KSDK	10/26/12	10/26/12	Fri Prime C DATELINE	CM	9-10P DATELINE (9:00 PM-10:00 PM)	----F--	:30	1	\$4,500.00	P-1	0.00	NM	0	\$0.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	----F--			1			\$4,500.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	KSDK	10/22/12-10/28/12		Fri Prime C	9-10P DATELINE		F-----F----	:30	(\$4,500.00)		0.00	NM			
Credited [credit per agency]															
22	KSDK	10/29/12	10/29/12	Mon Prime C Mon 9-10p	CM	9-10P	M-----	:30	1	\$4,500.00	P-1	0.00	NM	1	\$4,500.00
NBC MONDAY PRIME 9P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	M-----			1			\$4,500.00			0.00		
23	KSDK	10/27/12	10/27/12	Sat 6p News Channel 5 at 6P Sat	CM	6-630P	-----S-	:30	1	\$1,575.00	P-1	0.00	NM	1	\$1,575.00
NEWS 5 AT 6															

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
23	KSDK	10/27/12	10/27/12	Sat 6p News Channel 5 at 6P Sat	CM	6-630P	-----S-	:30	1	\$1,575.00	P-1	0.00	NM	1	\$1,575.00
NEWS 5 AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$1,575.00		0.00						
24	KSDK	10/27/12	10/27/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
TODAY IN ST.LOUIS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$550.00		0.00						
25	KSDK	10/27/12	10/27/12	630-7P Wheel Sat 630-7P Wheel of Fortune Sat	CM	630-7P	-----S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$900.00		0.00						
26	KSDK	10/27/12	10/27/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	-----S-	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
SAT. TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$1,125.00		0.00						
27	KSDK	10/27/12	10/27/12	Sat Prime B Sat Prime B	CM	8-9P	-----S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
NBC PRIME ENCORES 8P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$900.00		0.00						
28	KSDK	10/27/12	10/27/12	Sat 9a Sat 9-10a	CM	9-10A	-----S-	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
NEWS CHNL 5 AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$1,125.00		0.00						
29	KSDK	10/28/12	10/28/12	1105-1130p SP PL Late Ed 1105-1130p SP PL Late Ed	CM	1105-1130p	-----S	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
RATE CHANGE SPORTS PLUS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$1,125.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/22/12-10/28/12		1105-1130p SP PL Late Ed		1105-1130p	-----Su	:30		(\$1,125.00)		0.00	NM		
See MG 29.2															
[Prgm Change]															
2	KSDK	10/22/12-10/28/12		LN2 (Su)		1033p-11p	(11:05 PM-11:30	-----Su	:30	\$1,125.00		0.00	NM		
Ⓜ MG for 29.1 10/28															
[PROGRAM CHANGE]															
30	KSDK	10/28/12	10/28/12	NC5 at 5P Sun News Channel 5 at 5P Sun	CM	5-530P	-----S	:30	1	\$1,575.00	P-1	0.00	NM	1	\$1,575.00
NEWS 5 AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$1,575.00		0.00						
31	KSDK	10/28/12	10/28/12	Football Night in America Football In America	CM	6-715p	-----S	:30	1	\$3,375.00	P-1	0.00	NM	1	\$3,375.00
RATE CHANGE FTBALL NIGHT IN AMERICA 9/9/12 - 12/															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$3,375.00		0.00						
32	KSDK	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
RATE CHANGE TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$1,125.00		0.00						
33	KSDK	10/28/12	10/28/12	Sun 9a Sun 9-10a	CM	9-10A	-----S	:30	1	\$1,010.00	P-1	0.00	NM	1	\$1,010.00
RATE CHANGE NEWS CHNL 5 AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

